October 22, 1996

TO:
Mr. J. W. Best
Mr. P. J. Cundari
Mr. C. M. Davis
Mr. J. V. Maguire
Mr. G. C. Pennell
Mr. R. K. Phelan
Mr. R. M. Sanders
Mr. O. Sorensen
Mr. K. Whitehurst
Mr. D. L. Wilmeshen

FROM: E. M. McAtee

SUBJECT: **BASIC B2G1F**

Basic B2G1F will be implemented in select markets during the Fourth Quarter 1996. Retail Masters and Non-Retail Masters accounts in the following RJR Regions will work the promotion:

Winston-Salem	Houston
Atlanta	Seattle
Dallas	Southern California
Cincinnati	Northern California
Detroit	St. Louis

Details

Objective: Penetrate 50% of workload accounts/place POS

Allocation: Based on Savings B.D.I. and workload accounts
(No allocation for military)

Styles: FF Box, FF 100's, Lights KS Soft Pack, Lights 100's

Handling and Stamping Allowance: 30¢ per carton

Display: 40 deal B2G1F display

Advertising: Poster and Dangler

E. M McAtee

EMM:tig

cc: Ms. P. S. Cohen
Mr. R. S. Keith
Mr. J. R. Moore
Mr. J. D. Weber
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Source: https://www.industrydocuments.ucsf.edu/docs/gtvn0000